



CONTACT:
Justin Hume
Chief Marketing Officer
Samsung Electronics SA (Pty.) Ltd.
Tel:+27 11 549 1500
justin.hume@samsung.com

South Africa Salutes Samsung

The Ask Afrika Icon Brands Survey results reveal the nation's love of the brand

JOHANNESBURG, South Africa – 28 August 2018 – South Africa has spoken. Samsung was once again chosen as brand of choice in numerous categories in the Ask Afrika Icon Brands Survey for 2018/19. Top honours were awarded to brands that outperformed thousands of others across various sectors at the prestigious event recently.

Samsung picked up the top award in the following categories;

- Winner of the Desktop PCs/Laptops/Notebooks Category;
- Winner of the Mobile Phone Devices Category;
- Winner of the Digital Cameras Category; and
- Winner of the Tablet Devices Category.

Created by the Target Group Index (TGI) in partnership with City Press and Rapport newspapers, Ask Afrika is the largest survey of its kind in South Africa. This year, it incorporated 30 000 South African interviews to represent almost 25 million adult consumers.

South Africans were asked to vote for the brands that they feel best unites them and forms part of the nation's collective consciousness. The TGI Survey, where the Icon Brands results are sourced from, is the largest of its kind in the country with 19 sectors, hundreds of product categories and thousands of brands included in the measurement. Brand loyalty is an integral part of the survey. However, the awards also celebrate thought-leader brands that positively impact the lives of South Africans, especially within the 15 - 34 age group.

"We are humbled and honoured by these awards. Thank you to the South African youth market, which has reaffirmed Samsung's people-centred approach to innovation. They are the inspiration behind everything we do. We are firmly committed to the power of new technologies to serve our customers wants and needs. Contributing to social prosperity and the enrichment of the lives using new technologies is a reward in itself," says Justin Hume, Chief Marketing Officer at Samsung Electronics South Africa.

Samsung has a proud history of excellence when it comes to these awards, having already received accolades across many categories for its products, including smartphones, phablets and home appliances.

“Samsung will continue to capture the imagination of its consumers with human-driven innovation that makes life easier and infinitely better,” concludes Hume.

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